



Press and Publicity Guidelines

All press statements and other publicity relating to the programmes shall be made exclusively by Sky's press office. Without Sky's written consent, the producer shall not make or authorise any public, press, or other statements, either verbal or written. The producer also agrees not to make any statements regarding Sky's affairs to any third party.

The programme/series may be assigned a Sky publicist, although levels of publicity support can vary from title to title. If you are unclear on the level of support for your title, please get in touch with the relevant stakeholder below.

They will require access to key cast members, key production personnel, and locations. All cast members and presenters should have a publicity clause written into their contracts. Sky Publicity may also request time for media to visit the set or filming locations. Planning for this will be done in conjunction with producers but may require access to key talent and producers during the visit. Sky Publicity will flag any concerns with the content from a media perspective and work with producers to craft lines against enquiry (LAEs) or communications plans to mitigate any risk.

Please note that no freelance publicist, unit publicist, or agency should be engaged by producers without consultation with and agreement from Sky Publicity. In some circumstances, Sky may choose to engage additional freelance or agency support. In such cases, Sky would cover these costs.

Publicists or agencies should only be credited in the end credits if they have served as the dedicated Unit Publicist for the programme. Production company publicists or agencies should not be credited unless they have been actively engaged for unit publicity with the approval of Sky.

Our usual practice is to offer all publicity material to national newspapers, national tabloid press, online press, digital press, and influencers. If this raises any issues, you should refer directly to your Sky publicist.

Your publicist will require the following information:

1. Full biographies of all cast members, presenters, writers, and key production credits
2. Regular access to the above personnel to generate publicity
3. Series and episodic synopses
4. Access to locations, studios, etc.



5. Programme and episodic stills as per your production agreement—please contact your productions executive if you need further clarification
6. End credits/listings to be emailed over six weeks before TX Master delivery or before picture lock on fast-turnaround commissions (NB: fully signed-off versions only, approved by Sky)

Please be aware that the monthly edition of Sky's 'What to Watch' preview emails is sent to the press approximately four weeks ahead of the start of each month. (For example, the March edition will be sent out at the start of February.)

Weekly listings and the weekly edition of Sky's 'What to Watch' highlights are issued one week ahead of the final exchange, which is usually* six days from the shelf date of weekly listings magazines and ten days from the w/c date of the given week. All programme titles must be confirmed by the final exchange at the latest.

*This period is reduced to five days during the industry Christmas "pull-up" period, which runs from the Week 46 edition in November to the Christmas double issues (either Week 51/52 or Week 52/1, depending on how the weeks fall each year).

Contacts:

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